

## **Final Conference Agenda**

**November 15th**

**Rue Montoyer 21, Bruxelles**

**9:30-10:00 Registrations**

**10:00-10:15 Welcome and Opening**

Lorenza Badiello, Regione Emilia-Romagna

Elisabetta Marafioti, University of Milan - Bicocca

**10:15-10:30 Keynote**

Peter BAUR, EAC (Education and Culture), Senior Expert, Innovation and EIT

**10:30-10:45 Setting the context: Startup objectives, outputs and results**

Elisabetta Marafioti, University of Milan - Bicocca

**10:45-11:15 Competence and Customer Journey based Curriculum Design, Case SmartUp**

**International Master Programme in Entrepreneurship**

Suvi Starck, Haaga-Helia UAS, Finland

**11:15-11:45 Coffee Break**

**11:45-12:15 Entrepreneurial Culture: being or telling?**

Laura Mariani, University of Milan - Bicocca

Ginevra Villa, University of Milan - Bicocca

Discussant: Silvia Zancarli, Course Leader MAS Fashion Innovation at SUPSI (Lugano) & start-up mentor

**12:15-12:45 Quality Assurance in HE today and tomorrow**

Liliya Terzieva, Breda University of Applied Sciences

**12:45 - 13:15 A hybrid tool for hybrid projects: How crowdfunding can scale the impact of social entrepreneurship?**

Ulpiana Kocollari, Assistant Professor in Management and Accounting, University of Modena and Reggio Emilia

**13:15-14:15 Lunch Break**

**14:15-14:45 Presentation of Startup Tools for Students (Apps + Portal)**

Irina Zamfir, Teracomm

Ivan Nenkov, StagaSoft

**14:45-15:15 Panel discussion Mentorship Programme // Smartup Business Partners**

Elsa Nunes, Irradiare, SmartUp Mentor

Ovidiu Paraschivescu, SmartUp Mentor

Ulpiana Kocollari, University of Modena and Reggio Emilia

Benedetta Trivellato, University of Milan - Bicocca

**15:15-15:45 SmartUp Pitches from students**

**15:45-16:00 Smartup beyond Erasmus: final remarks and next steps**